



## News & Events

[About InterTech](#)[ASP Solutions](#)[Products & Services](#)[News & Events](#)[Recent Articles](#)[Press Releases](#)[Upcoming Events](#)[Customers Only](#)[Training](#)[Partners](#)[Contact Us](#)[HOME](#)

### INTELLISYS USES INTERTECH SOLUTION TO HELP ASCENSUS AND CNA LIFE CUT COSTS AND DECREASE PROCESSING TIME WITH NEW IMAGING SYSTEM

**Los Angeles, California, November 4, 1999**—When Ascensus Insurance Services and CNA Life, two of the nations largest insurance organizations chose to implement InterTech's web enabled document management solution a few months ago, they expected improvements in the time it takes to process life insurance applications but even they have been surprised by the results so far. "We didn't dream it would do so well," said Ascensus president Leonard Reynolds. "We process over 6,000 applications a month. We're decreasing the time it takes to process them because once they're entered into our electronic file system, they are transmitted instantly to CNA Life. Now CNA doesn't have to wait for these applications to be copied and physically delivered to begin processing them." Ascensus has also been pleased with the dramatic reduction in costs. "We're replacing the copying and overnighting of much of our paperwork with imaging which is saving us both time and money," said Reynolds. "Now that we're using this system, we're saving \$400 per day in overnight charges alone."

InterTech's solution is the underlying technology being used by Intellisys, one of the insurance industry's leading providers of intelligent risk assessment services as a part of a new enhanced workflow link which enables carriers, general agents and other insurance services vendors to connect and exchange information. Intellisys is a division of Osborn Group, Inc., a wholly-owned subsidiary of ChoicePoint Inc. (NYSE: CPS).

Providing a high-speed means of transferring life insurance application documents and data between Ascensus, one of the nation's largest life insurance agencies, and the life underwriting department of CNA, one of the country's largest families of insurance carriers, is reducing the time it takes to underwrite a policy which is good news for everyone involved. According to Reynolds, 25% of policies are "not taken" once approved by a carrier because so much time has elapsed between the initial application and the final approval. "This is a chronic problem in the insurance industry," said Reynolds. "Studies show that shorter approval cycles reduce the number of 'not takens'. The more time we can save in processing our applications, the quicker we can respond to our applicants which increases the chance that they will become customers." Reynolds expects to reduce 'not takens' to 15%. "The Intellisys solution powered by InterTech is the key to achieving that goal," stated Reynolds. According to Reynolds, the project which launched two months ago has been so successful that Ascensus is planning to accelerate it within their organization and roll it out to their 13 regional sales centers.

Currently, Ascensus is transmitting 100 documents a day to CNA via the Intellisys/InterTech system, according to Erin Anders, senior project manager for CNA Life. "We no longer have to wait for the paperwork to be shipped manually to start processing which saves us a day. We also

benefit by not having to scan or index the documents into our own system, which saves us another day. Once we receive the images and index data, they are matched up and automatically put into a queue. These queues are designed to route data and images through specific workflows that maximize our efficiency in processing the information. We are so comfortable and confident with how the system is working that we are having the original documents shipped to our warehouse, as opposed to having them sent to our processing office," said Anders. According to Susan McGory, president and COO, CNA Life/LTC strategic business units, "This process allows us to begin underwriting quicker, and, in turn we issue and place policies in a much more time and cost efficient manner. It really translates to increased efficiencies for the client, the broker, and the company."

"Intellisys' main goal is to cut costs and reduce the time it takes for insurance agents and carriers to process applications, which in turn will help grow their business and enhance their customer service," said Jeffrey C. McCauley, vice president, Osborn Group. "We are pleased to see that Ascensus and CNA Life are already experiencing a cost savings and a time savings. These initial results will incent us to work even harder in bringing enhanced value and efficiency to our service offering."

#### **About Ascensus Insurance Services**

Ascensus Insurance Services is one of the nation's largest life insurance agencies and processing centers. With headquarters in Salt Lake City and offices in 11 states, Ascensus serves 10,000 brokers in 50 states and the District of Columbia.

#### **About ChoicePoint**

ChoicePoint is the leading provider of decision-making intelligence for businesses, individuals and government agencies... Through the identification, retrieval, storage, analysis and delivery of data, the company serves the information needs of the property and casualty insurance market, the life and health market, and the business and government markets, including Fortune 1000 corporations, asset-based lenders and professional service providers, and local, state and federal governments.

#### **About CNA Life**

CNA Life refers to the combined business operations of Valley Forge Life Insurance Company and Continental Assurance Company, two of the CNA insurance companies. Based in Nashville, CNA Life has experienced triple-digit growth in insurance in-force in the 1990s. CNA Life wrote more term life insurance than any other U.S. carrier in 1997, according to figures from industry analyst A.M. Best. CNA is one of the world's premier insurance organizations, ranking among the top 10 U.S. insurance groups. Since 1897, CNA has built on a foundation of financial strength, stability and commitment to customers and business partners. CNA is a registered service mark and trade name of CNA Financial Corporation.

#### **About Intellisys**

Intellisys, the newest division of Osborn Group Inc., has quickly become the first choice among life insurance carriers and brokers to provide intelligent risk assessment services and electronic links to integrate various automated information-gathering products and partners across the

industry. Intellisys utilizes the most advanced technology in TeleMed<sup>SM</sup> call-center operations, imaging and applicant database management to maximize insurer productivity.

**About InterTech Information Management Inc.**

InterTech is a software and application service provider for electronic document management and workflow solutions that enable document-centric commerce over the web. DocuPACT, InterTech's award-winning product, is known for its ability to handle large-scale applications, its customization capabilities and flexibility. InterTech's solutions are particularly well suited for companies that rely on paper-intensive business transactions. InterTech offers enterprise and departmental document management solutions along with extranet trading partner solutions that can be deployed onsite or outsourced depending on individual client needs. For more information about these companies, visit their websites at: [www.choicepointinc.com](http://www.choicepointinc.com), [www.ascensus.com](http://www.ascensus.com), [www.cna.com](http://www.cna.com), and [www.intertech.com](http://www.intertech.com).

[Return to Press Releases](#)

[top of page](#)

